

Colorado Lottery Event Agency Statement of Work

The event agency assists to provide strategic direction for the Colorado Lottery in matters related to the ideation, creation, strategies, and tactics in the development of activation programs and field consumer promotions. The agency works with the Colorado Lottery and advertising agency to review specific sponsorship and promotional opportunities, reinforce overall objectives, strategies, promotional tactics, and resource plans for event marketing opportunities.

In addition, the agency maintains a pool of part-time staff members, including Spanish-speaking staff, for Lottery events, sponsorships, promotions, and appearances. These staff members work under the direction of the event agency's Senior Team Manager or an approved on-site Event Manager.

The agreement for the above Lottery services is between the advertising agency and the events agency. The events agency reports directly to the Lottery Events and Sponsorship Manager, the Lottery Promotions Manager, or the designee of the Lottery.